

# Avant-Garde Technology Transfer

Leading Innovation at Wake Forest  
University Health Sciences


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# Office of Technology Asset Management (OTAM)

OTAM's Vision – To improve the health and well-being of all people by facilitating the creation of new products and services from the inventions and discoveries of our faculty, staff and students.

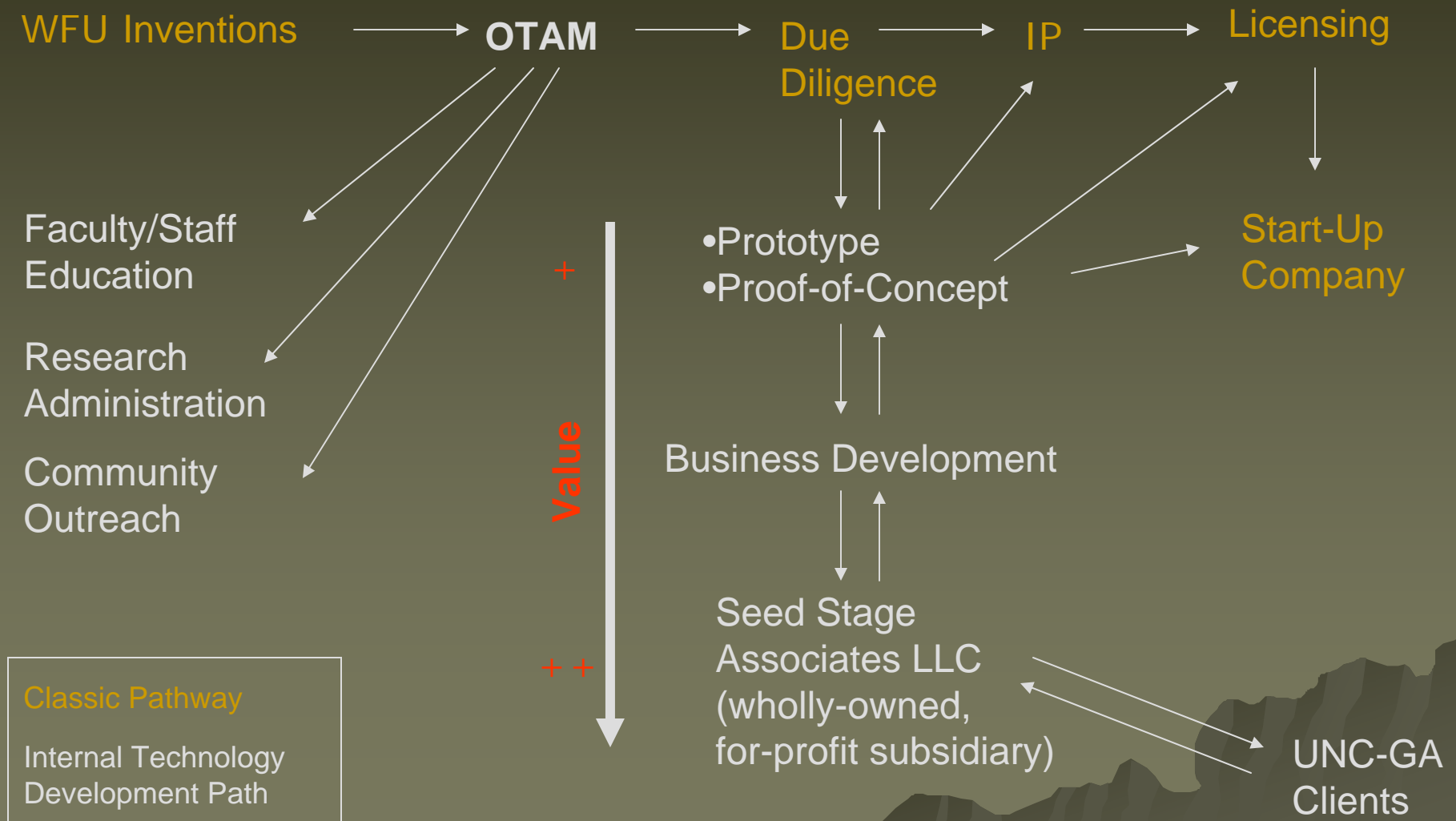
OTAM's Mission – To maximize the value of Wake Forest University's intellectual assets through the creation of novel and effective models for commercializing technology.



# Trends

- ◆ The gap between cutting-edge innovation and commercialization is getting wider.
  - There has been less early-stage venture capital.
  - Companies are looking for “de-risked” opportunities.
  - US Patent and Trademark Office examination has become more stringent.
- ◆ The days of patent and market are over.

# OTAM Value Chain



# Technology Development and Value Creation

- ◆ Continued growth is predicated on building a portfolio of IP and related developments.
- ◆ OTAM is working to add value to WFU inventions through milestone-driven investments.
  - Prototypes
    - ◆ PLK Transplant Roller and Inserter
  - Proof-of-Concept Research
    - ◆ Design of FAS Inhibitors
  - Internal Business Developments
    - ◆ GreatWall Systems
  - Start-Up Companies
    - ◆ Prova Images
- ◆ Cost of developments are comparable to patent application.

# Technology Development and Value Creation

- ◆ Important characteristics of the OTAM model:
  - Developments are advanced by at least three different stakeholders (“Board”):
    - ◆ OTAM Manager
    - ◆ Researcher/Inventor
    - ◆ Serial Entrepreneur/Business
  - Define a milestone driven development plan linked to funding.
  - IP protection not necessarily the first step.
  - Go/no go based on satisfying milestones.

# Opinions

- ◆ Technology development allows an institution to sell value as opposed to marketing an opportunity.
- ◆ Development costs are expenses commensurate with legal fees.
- ◆ It takes leadership support to implement a technology development model.
- ◆ It's more fun!

## ◆ Draper

